PART 1: MULTIPLE CHOICE QUESTIONS

1) We define a _____ as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.
A) private brand
B) service variability
C) service
D) product
E) service encounter

2) _____ are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.
A) Line extensions
B) Services
C) Brands
D) Consumer products
E) Supplements

3) _____ are products and services bought by final consumers for personal consumption. These include convenience products, shopping products, specialty products, and unsought products.
A) Services
B) Consumer products
C) Line extensions
D) Industrial products
E) Straight extensions

5) _____ are consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort.
A) Shopping products
B) Unsought products
C) Specialty products
D) Industrial products
E) Line extensions

6) _____ are consumer products that the consumer either does not know about or knows about but does not normally think about buying. These products require a lot of advertising, personal selling, and other marketing efforts.
A) Specialty products
B) Industrial products
C) Unsought products
D) Shopping products
E) Staples

10) A(n) _____ is a name, term, sign, symbol, design, or a combination of these, that identifies the maker or seller of a product or service.
A) service
B) brand
C) co-branding
D) internal marketing
E) external marketing

11) _____ involves designing and producing the container or wrapper for a product.
A) Packaging
B) Product line
C) Service
D) Branding
E) Labeling

12) In recent years, product safety and environmental responsibility have become major concerns for _____ decisions.
A) branding
B) packaging
C) labeling
D) service
E) product line

13) At the very least, the _____ identifies the product or brand. It might also describe several things about the product and promote the brand.
A) line extension
B) social marketing
C) label
D) specialty product
E) package

14) The _____ requires sellers to provide detailed nutritional information on food products.
A) Fair Packaging and Labeling Act of 1966
B) Nutritional Labeling and Educational Act of 1990
C) Labeling Act of 1970
D) Packaging Act of 1970
E) Federal Trade Commission Act of 1990

15) _____ has been affected by the need to include unit pricing, open dating, and nutritional information.
A) Branding
B) Product line filling
C) Labeling
D) Packaging
E) Product mixing

16) Many companies now use a combination of phone, e-mail, fax, Internet, and other technologies to provide _____ .
A) labeling information
B) brand equity
C) support services
D) packaging advantages
E) product mixes

17) A _____ is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges.
A) product line
B) line extension
C) private brand
D) convenience product
E) product bandwidth

18) A _____ consists of all the product lines and items that a particular seller offers for sale.
A) product mix
B) brand line
C) consumer mix
D) packaging mix
E) line extension

19) Product mix _____ refers to the number of different product lines the company carries. Procter & Gamble markets 250 brands organized into many product lines.
A) length
B) height
C) width
D) perimeter
E) depth

20) Product mix _____ refers to the number of versions offered of each product in the line. Crest toothpaste comes in 13 varieties, ranging from Crest Multicare to Crest Baking Soda formulations.
A) length
B) depth
C) height
D) width
E) perimeter

21) A company can increase its business in four ways. Which is NOT one of these ways?
A) It can add new product lines, thus widening its product mix.
B) It can lengthen its existing product lines.
C) It can add more versions of each product and thus deepen its product mix.

D) It can discontinue some of its lines.
E) It can increase the consistency of its product mix.

22) Some analysts see _____ as the major enduring asset of a company, outlasting the company's specific products and facilities.
A) brands
B) convenience products
C) specialty products
D) unsought products
E) staples

23) A key element in a company's relationship with consumers, a _____ represents consumers' perceptions and feelings about a product and its performance.
A) product line
B) product experience
C) brand
D) service
E) product attribute

24) The fundamental asset underlying brand equity is _____ - the value of the customer relationships that the brand creates. A powerful brand is important, but what it really represents is a set of loyal consumers.
A) the customer mix
B) customer equity
C) line equity
D) service variability
E) the service encounter

25) A hickory rocking chair, handmade by an Amish woodcarver in Lancaster, Pennsylvania, from locally grown wood is an example of a(n) _____ .
A) convenience product
B) shopping product
C) specialty product
D) service
E) augmented product

26) You have an upset stomach. Your spouse rushes to the corner convenience store for a bottle of Pepto-Bismol. This product is a(n) _____ product.
A) convenience
B) unsought
C) specialty
D) shopping
E) augmented

27) Mabel Lu is planning to buy a new washing machine. She notices that they come in numerous price ranges. She wants to make sure she gets the most for her money. This product is a(n) _____ product.
A) convenience

B) unsought
C) specialty
D) shopping
E) augmented

28) Which of the following does NOT belong to the materials and parts group of industrial products?
A) farm products such as wheat
B) natural products such as iron ore
C) repair and maintenance items
D) petroleum
E) lumber

29) Which of the following capital items is NOT considered accessory equipment?
A) buildings
B) hand tools
C) lift trucks
D) desks
E) chairs

30) Paper, pencils, lubricants, paint, nails, and brooms are examples of _____ .
A) supplies
B) capital items
C) raw materials
D) specialty products
E) installations

31) _____ is the amount of money charged for a product or service.
A) Experience curve
B) Demand curve
C) Price
D) Wage
E) Salary

32) Price is the only element in the marketing mix that produces _____ .
A) revenue
B) variable costs
C) expenses
D) outfixed costs
E) stability

33) _____ is an important element in the marketing mix. It is the only element that does not represent costs.
A) Current profit maximization
B) Market share leadership
C) Price
D) Product quality leadership
E) The target market

34) Value-based pricing is the reverse process of _____ .
A) variable cost pricing
B) cost-plus pricing
C) cost-based pricing
D) good-value pricing
E) value-added pricing

35) Wal-Mart is famous for using what important type of value pricing?
A) competition-based pricing
B) everyday low pricing
C) cost-plus pricing
D) break-even pricing
E) penetration pricing

36) _____ involves charging a constant, everyday low price with few or no temporary price discounts.
A) High-low pricing
B) Target pricing
C) Cost-plus pricing
D) EDLP
E) Penetration pricing

37) With _____ , price is set to match consumers' perceptions of product value.
A) variable cost pricing
B) cost-plus pricing
C) cost-based pricing
D) value-based pricing
E) every day low pricing

38) Costs that do not vary with production or sales level are referred to as _____ .
A) fixed costs
B) variable costs
C) target costs
D) total costs
E) unit costs

39) Rent, electricity and executive salaries are examples of _____ .
A) fixed costs
B) variable costs
C) accumulated costs
D) total costs
E) marketing costs

40) Costs that vary directly with the level of production are referred to as _____ .
A) fixed costs
B) variable costs
C) target costs
D) total costs

E) unit costs

41) _____ are the sum of the _____ and _____ for any given level of production.
A) Fixed costs; variable; total costs
B) Fixed costs; total; variable costs
C) Variable costs; fixed; total costs
D) Total costs; fixed; variable costs

42) Most producers today sell their goods to _____ .
A) final users
B) final users and marketing members
C) intermediaries
D) the government at various levels
E) competitors

43) Intermediaries play an important role in matching _____ .
A) dealer with customer
B) supply and demand
C) product to region
D) manufacturer to product
E) information and promotion

44) Channel members add value by bridging the major gaps of _____ that separate goods and services from those who would use them.
A) time, place, and form
B) place, possession, and form
C) time, place, and possession
D) place, time, and need
E) place, need, and distribution

45) When determining the number of channel members to use at each level, three strategies are available: intensive, exclusive, and _____ distribution.
A) multichannel
B) selective
C) international
D) direct
E) extensive

47) Which type of distribution is used when the producer wants more than one, but fewer than all, of the intermediaries who are willing to carry its products?
A) exclusive
B) selective
C) intensive
D) administered
E) corporate

48) When McDonald's offers its products inside of a Wal-Mart store, it is following a _____ .

A) conventional distribution channel
B) corporate VMS
C) contractual VMS
D) administered VMS
E) horizontal marketing system

49) Chewing gum is stocked in many outlets in the same market or community; in fact, it is placed in as many outlets as possible. This is an example of _____ distribution.
A) exclusive
B) selective
C) multichannel
D) intensive
E) disintermediated

50) Which product(s) will most likely be intensively distributed?
A) Olympus digital cameras
B) BMW cars
C) Guess blue jeans
D) Coca Cola
E) Nike running shoes

51) Tiffany & Co jewelry can only be found in a limited number of intermediaries. This is an example of _____ distribution.
A) exclusive
B) intensive
C) quality
D) high-end
E) independent

52) A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This is also called _____ .
A) direct marketing
B) integrated marketing
C) the promotion mix
D) competitive marketing
E) target marketing

53) The use of short-term incentives to encourage the purchase or sale of a product or service is called _____ .
A) direct marketing
B) sales promotions
C) personal selling
D) public relations
E) publicity

53) Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____ .
A) sales promotion
B) advertising
C) direct marketing
D) personal selling
E) public relations

54) Which of the five major promotion tools includes building up a positive corporate image and handling unfavorable stories and events?
A) sales promotion
B) personal selling
C) direct marketing
D) public relations
E) advertising

55) Which of the following is NOT a major category in a company's promotion mix?
A) sales promotion
B) strategic positioning
C) direct marketing
D) public relations
E) advertising

56) Which major promotion category makes use of catalogs, telephone marketing, kiosks, and the Internet?
A) sales promotion
B) direct marketing
C) publicity
D) public relations
E) advertising

57) Which major promotion category makes use of displays, discounts, coupons, and demonstrations?
A) sales promotion
B) direct marketing
C) publicity
D) public relations
E) advertising

58) The promotion mix is the company's primary communication activity; the marketing mix must be coordinated for the greatest communication impact. What is NOT included in the entire marketing mix?
A) product
B) competitor
C) price
D) place
E) promotion

59) Today's consumers do not need to rely on marketer-supplied information about products and services because they can use _____ to seek out a wealth of information.
A) public relations
B) direct marketing
C) the Internet and other technologies
D) mass market media
E) informative advertising

60) Which of the following is NOT a factor in the changes occurring in today's marketing communications?
A) Mass markets have fragmented, and marketers are shifting away from mass marketing.
B) Improvements in communication technologies are changing how companies and customers communicate with each other.
C) Companies routinely invest millions of dollars in the mass media.
D) Mass media no longer capture the majority of promotional budgets.
E) Today's consumers are better informed about products and services.

61) All of the following are reasons that marketers are losing confidence in television advertising EXCEPT which one?
A) TV ad spending is rising at a slower rate than online ad spending.
B) TV and other mass media still capture the lion share of promotional budgets.
C) Many viewers are using video on demand and TiVo-like systems.
D) Younger consumers are using different media.
E) TV audience size is on the decline.

62) Companies often fail to integrate their various communications to consumers because _____ .
A) historically, consumers have been able to distinguish between message sources
B) advertising departments are reluctant to work with public relations professionals
C) communications often come from different parts of the company
D) personal selling and sales promotion are in direct conflict
E) they have failed to understand the concept of brand contact

63) Today, marketers are moving toward viewing communications as managing the _____ over time.
A) advertising agency
B) nonpersonal communication channels
C) word-of-mouth influence
D) customer relationship
E) product life cycle

64) Integrated marketing communications involves identifying the target audience and shaping a well-coordinated _____ to elicit the desired audience response.
A) pull strategy
B) push strategy
C) promotional program

D) opinion leader
E) target market

65) _____ is the company's most expensive promotion tool.
A) Advertising
B) Personal selling
C) Mass media
D) Public relations
E) Publicity

66) Which promotional tool is most effective in building up buyers' preferences, convictions, and, most importantly, actions?
A) mass-market advertising
B) personal selling
C) segmented advertising
D) sales promotion
E) public relations

67) Sales promotion features a wide assortment of tools. Which of the following is NOT one of these tools?
A) contest
B) premiums
C) catalogs
D) coupons
E) cents-off deals

68) "Buy it now" is the message of _____ .
A) personal selling
B) advertising
C) a nonpersonal communication channel
D) sales promotion
E) publicity

69) _____ consists of strong short-term incentives that invite and reward quick responses from customers.
A) A patronage reward
B) A segmented promotion
C) Advertising
D) Sales promotion
E) Publicity

70) _____ is very believable because news stories, features, sponsorships, and events seem more real and believable to readers than ads do.
A) The competitive-parity method
B) Public relations
C) Personal communication
D) Nonpersonal communication
E) Personal selling

71) An ad for Maybelline age-minimizing makeup in Ladies' Home Journal magazine featured actress Melina Kanakaredes and offered readers a $1-off coupon when they try the new makeup. In terms of the communication model, which of the following would be the best way for the source to measure feedback?
A) the number of subscribers to Ladies' Home Journal
B) the number of people make up the target market
C) the number of people who redeem the coupon
D) the number of people who were exposed to the ad
E) the number of people to whom Melina Kanakaredes is an appealing spokesperson

72) Which promotional mix strategy directs marketing efforts toward market channel members?
A) pull
B) blitz
C) push
D) buzz
E) pulse

73) Clean and Clear, a large producer of all-natural hair care and beauty products, is most likely to use which of the promotion mix strategies to gain increased shelf space in stores and to gain increased customer sales?
A) push
B) pull
C) push and pull
D) pulse
E) continuity

74) Glasis is a type of paint made specifically for use on cars. An ad in Motor Trend magazine advising consumers to request their body shops use Glasis paint is an example of how a company uses _____ .
A) word of mouth influence
B) public relations
C) buzz marketing
D) a push strategy
E) a pull strategy

75) A maker of vitamin drinks wants to compete with the leading brands in the category and has decided to use a heavy push strategy, putting most of the brand's marketing budget into trade and consumer sales promotion. Which of the following is a potential disadvantage of this approach?
A) A new marketing communications model is quickly replacing mass marketing.
B) Mass media campaigns are increasingly more expensive.
C) It may be difficult to identify meaningful product differences in advertising.
D) Retail giants may be reluctant to respond to the strategy.
E) The strategy may spark a spiral of price-slashing that will undercut the brand's future for short-term gains.

Scenario Questions

Refer to the scenario below to answer the following question.

John Mayes opened Sparkle Janitorial in 1999. John began by acquiring two contracts for office cleaning services from two local manufacturing facilities. For two years, John and his wife, Barb, performed the cleaning services alone. After acquiring three additional cleaning contracts in 2001, John hired two employees.

"Up to that point, we had room to grow but we really had no advertising plan," John stated. "We were relying mostly on word-of-mouth." By 2003, Barb hired another two full-time employees to begin Sparkle's new endeavor: carpet cleaning in homes and offices.

"Competition was getting tough for both of our services at that point," Barb added. "We ran a local radio spot three times each week. Then we had an advertiser print coupons on placemats. That gave us a little more exposure." John and Barb Mayes admit that they never realized the value of a sound promotional plan before now. "We wish we would have put together something catchy with a jingle way before now," they said.

75) Which of the following would be the LEAST effective way for John and Barb to reach new potential customers?

A) word-of-mouth influence
B) buzz marketing
C) public relations
D) network television advertising
E) direct marketing

Bạn có muốn tiếp tục sao chép sang phần danh sách câu hỏi số 2 (bắt đầu lại từ câu 1: "A(n) consists of the marketing intermediaries...") không?

tiếp đi mom

Dưới đây là phần tiếp theo từ file ba-final-introduction-to-business-study-guide.pdf, bắt đầu sang bộ câu hỏi số 2 (được đánh số lại từ câu 1). Toàn bộ đáp án đã được xóa sạch để bạn tự làm nhé:

PART 2: MULTIPLE CHOICE QUESTIONS (SET 2)

1) A(n) _____ consists of the marketing intermediaries that transport and store goods as they move through their path from producer to final user.

A) channel of distribution
B) marketing network
C) input-output matrix
D) mode of distribution

2) Suppose that eight bakeries each tried to sell their products directly to seven supermarkets. The total number of exchange relationships that would be established is:

A) 14
B) 25
C) 56
D) 72

3) Which of the following statements about service utility is most accurate? Service utility is:
A) becoming less important to retailers in this age of self-service marketing.
B) the one type of utility that online firms provide more efficiently than traditional retailers.
C) more likely to be provided by wholesalers than by retailers.
D) becoming crucial to traditional retailers as they try to prevent their customers from defecting to firms using direct marketing.

4) Which of the following would be the best example of a broker?
A) Tri-State Lumber Supply does not actually store, handle, or deliver lumber, but rather solicits orders from retail hardware and home improvement stores, takes title to the lumber, then arranges for it to be shipped directly from sawmills to the retail stores.
B) Jill Moon helps buyers and sellers of used heavy construction equipment negotiate the terms and conditions of their transactions, but does not actually take title to any of the equipment, nor does she develop long-term relationships with the buyers or sellers.
C) Hal Hinton is not an employee of Hyloft Golf Clubs, but he does solicit sales for their products at golf and sporting goods stores in a fairly large sales territory.
D) Spence Coker is employed by a vacuum cleaner company, and goes door to door selling products produced by his company.

5) _____ sells a wide selection of goods in one category.
A) department store
B) discount store
C) outlet store
D) specialty store

6) Producers of snack foods (such as candy bars) are most likely to use a(n) _____ distribution.
A) intensive
B) exclusive
C) selective
D) restrictive

7) In _____ , salespeople are independent contractors who not only sell the product, but also recruit additional salespeople.
A) telemarketing
B) two-stage marketing
C) hierarchical marketing
D) multilevel marketing

8) Kumquat Computers is a major computer manufacturer that also owns all of the organizations in the channel of distribution for its computers, including a chain of Kumquat Direct retail stores. Kumquat is using a:
A) franchise distribution system.
B) corporate distribution system.
C) administered distribution system.
D) retail cooperative system.

9) _____ involves planning, implementing, and controlling the physical flow of materials, final goods, and related information from points of origin to points of consumption to meet customer requirements at a profit.
A) Export management
B) Multi-level marketing
C) Logistics
D) Shipping control management

10) Which type of wholesale organization would be most useful to a small manufacturer which has shipments that are too small to fill a truck or railcar?
A) rack jobbers
B) cash-and-carry wholesalers
C) piggy-backers
D) freight forwarders

11) A _____ is a statement that identifies the minimum qualifications required of a worker in order to perform a specific job.
A) job description
B) performance criteria review
C) human resource inventory
D) job specification

12) A job _____ is a statement that identifies the objectives of a job, the type of work to be done, the responsibilities and duties that are associated with the job, the working conditions, and the relationship of the job to other functions.
A) specification
B) description
C) evaluation
D) analysis

13) Which of the following is an essential element of a job description?
A) The minimum educational qualifications workers must have to fill the position
B) Working conditions and responsibilities
C) The skills required to hold the position
D) The age of the person that should hold the job

14) When creating a job description, the HR manager may include:
A) the minimum qualifications for the position.
B) the number of unpaid leave days the employee can take while at this position.
C) the specific responsibilities of the job.

D) a prediction of the number of similar positions that the company will need during the next two to five years.

15) As Connor scanned the employment opportunities on the website of a well-known online recruiting company, he speculated that he might not qualify for some of the jobs. Connor was concerned that his educational credentials and skills might not be compatible with the _____ for many of today's available jobs.
A) job analyses
B) job description
C) job specifications
D) job data base

17) Kandew Electronics requires all employees who work as research specialists in its electrical engineering department to have a minimum of a bachelor's degree in electrical engineering (BSEE). This educational requirement would most likely be stated in the job _____ for this position.
A) analysis
B) description
C) designation
D) specification

18) Markus believes that due to changing technology the minimum skill level that his company is requiring for computer-intensive jobs should be increased to include knowledge and experience in higher-level programming applications. These new requirements would be reflected in _____ for various jobs at his company.
A) the job description
B) the job specification
C) the human resource inventory
D) the job application

19) Jack is a project manager for a large construction company. Each day his job requires him to prepare detailed reports of the progress of current projects assigned to him. Since this responsibility is something that he does on a regular basis, the HR professional for Jack's project management position company would list it as part of the _____ .
A) job description
B) job specification
C) human resource inventory
D) job application

20) _____ is the set of activities for obtaining the right number of people at the right time in order to select those who best meet the needs of the organization.
A) Pre-selection
B) Recruitment
C) Networking
D) Preemptive hiring

21) Which of the following is not considered one of Herzberg's strategies for creating enthusiasm at work?
A) Focus on making the job interesting
B) Similar pay and benefits for a similar job
C) Company and management support in achieving employee objectives
D) Provide opportunities for advancement and added responsibility

22) Douglas McGregor described two very different sets of managerial attitudes about employees, which he called:
A) the positive view and the negative view.
B) the macro perspective and the micro perspective.
C) Theory X and Theory Y.
D) individualism and collectivism.

23) Theory _____ managers see employees as having a general dislike for work and an unwillingness to accept responsibility.
A) A
B) X
C) Y
D) Z

24) Theory _____ assumes that the average person likes work, and has a relatively high degree of imagination and creativity.
A) A
B) Alpha
C) X
D) Y

25) _____ is based on the notion that setting ambitious but attainable goals will improve motivation and performance if the goals are accepted, accompanied by feedback, and facilitated by organizational conditions.
A) Theory J
B) Goal-setting theory
C) Scientific management
D) The principle of performance feedback

26) The purpose of management by objectives is to:
A) enable top management to set goals for the entire organization.
B) simplify the jobs of middle management by providing them with predetermined goals and objectives.
C) help employees motivate themselves with a goal-setting model that involves discussion, review, and evaluation by management and employees.
D) allow employees to set their own goals without consulting with management.

27) According to _____ , the amount of effort employees devote to a task depends on their expectations of the outcome.
A) scientific management theory
B) the feedback principle

C) the linkage effect
D) expectancy theory

28) According to Victor Vroom, which of the following questions is an employee likely to ask before deciding to exert his or her maximum effort toward completing a task?
A) Is the reward for completing the task worth the effort involved?
B) Are other employees working on the same type of task?
C) Is this task more difficult than my previous work?
D) How often will I be expected to do this task?

29) According to expectancy theory, the amount of effort employees exert on a specific task depends on their:
A) expectations of the outcome.
B) manager's expectations of their performance.
C) perception of the importance of the task.
D) level of needs that are not yet satisfied.

30) Equity theory states that employees will perform well if they:
A) understand the nature of their responsibilities.
B) have an opportunity to impress others in the organization.
C) believe the reward they receive fairly compensates them for their efforts when compared to others in similar positions.
D) know that their supervisor has set reasonable performance goals and communicated them clearly.

31) According to equity theory, employees are likely to ask:
A) How hard is the task?
B) If I accomplish the task, what's my reward?
C) If I do a good job, will it be worth it? What is fair?
D) Is my boss too autocratic?

32) One implication of goal-setting theory is that goals should be:
A) set by top management.
B) relatively easy to achieve.
C) set at a level that slightly exceeds the ability of employees to achieve them.
D) set through a process that involves all persons responsible for formulating and implementing the goals.

33) Which of the following would be most closely tied to the idea that employee motivation requires that the rewards for completing a task are sufficient to justify the effort?
A) Theory Z
B) Theory X
C) equity theory
D) expectancy theory

34) Which of the following problems would indicate that a manager failed to apply the basic concepts of expectancy theory?

A) Employees are frustrated because they have no say in their organization's goals and objectives.
B) Some of the organization's employees reduce their effort because they feel that they are being treated unfairly compared to other employees.
C) Employees are unwilling to work toward achieving an important goal because they believe the reward offered is not sufficient to justify the effort.
D) Employees are confused and frustrated because managers do not provide them with adequate feedback about their job performance.

35) Herzberg's research indicated that employees are motivated by job content. Contemporary managers focus on _____ by increasing the significance of the job, and even providing the employee with important feedback.
A) rotating the job
B) enriching the job
C) simplifying the job
D) reducing the responsibilities in the job

36) _____ emphasizes motivating the worker through the characteristics of the job itself.
A) Automation
B) Job engineering
C) Scientific management
D) Job enrichment

37) _____ is the characteristic of work concerned with the degree of freedom, independence and discretion an employee has in scheduling work and determining procedures.
A) Autonomy
B) Interdependence
C) Feedback
D) Task significance

38) The characteristic of work that is concerned with the amount of direct and clear information employees receive about performance is called:
A) linkage.
B) feedback.
C) autonomy.
D) task significance.

39) The degree to which a job has a substantial impact on the lives or work of others in the organization is referred to as:
A) task significance.
B) task redundancy.
C) the multiplier effect.
D) mutual interdependence.

40) _____ is the degree to which a job requires doing a task with a visible outcome from beginning to end.
A) Task significance
B) Autonomous responsibility
C) Job specification
D) Task identity

41) Which of the following is the best example of a product line?
A) General Motors offers passenger cars, small trucks, and tractor trailers.
B) Sony offers DVD players, compact disk players, and video game consoles.
C) Kellogg offers Special K, Raisin Bran, Corn Flakes, and a variety of other cold ready-to-eat cereals.
D) Hewlett Packard offers scanners, printers and personal computers.

42) _____ are products that the consumer buys only after comparing quality and price from a variety of sellers.
A) Shopping goods
B) Specialty goods
C) Convenience goods
D) Unsought goods

43) June Daye lives in the southern part of Alabama where winters are normally fairly mild. Last January, during an unusually cold spell, the water pipes in her house froze and burst. She had to look in the Yellow Pages to find a plumber who was able to come out and repair the pipes the same day. Prior to the frozen pipes, the plumber's services represent an example of a(n):
A) unsought service.
B) industrial service.
C) specialty service.
D) convenience service.

44) Which of the following statements about packaging is the most accurate?
A) Changes in packaging can actually change the product itself and open up large new markets.
B) Packaging is usually the simplest and least critical element of a firm's promotional strategy.
C) For most products, packaging performs only one basic function, to protect the goods inside during shipping, handling and storage. However, this is a critical function, so packaging must be given a high priority.
D) Packaging is crucial in the marketing of goods, but much less important in the marketing of services.

45) The brand names that are used by producers that distribute products nationally are called:
A) manufacturers' brand names.
B) product category brands.
C) generic brand names.

D) universal brand names.

46) _____ is the stage of new product development that involves promoting the product to distributors and developing advertising and sales campaigns to generate and maintain consumer interest in the product.
A) Commercialization
B) Brand identification
C) Product differentiation
D) Merchandising

47) The stages of the product life cycle include:
A) production, inventory, exchange, usage, and disposal.
B) conception, testing, production, commercialization, and obsolescence.
C) introduction, growth, maturity, and decline.
D) opportunity recognition, product proposal, production commitment, market acceptance, market preference, market decay, and obsolescence.

48) The number of units that must be sold for the total revenue to equal the total cost is called the:
A) adaptive price.
B) equilibrium price.
C) contribution margin.
=D) break-even point.

49) A skimming pricing strategy is designed to:
A) allow lower income households the ability to purchase a particular good or service.
B) drive competitors out of business in order to achieve a monopoly position in the market.
C) create an exclusive, global image for a company's products.
D) price the product high in order to earn the highest possible profit while there is little competition.

50) Which of the following statements about nonprice competition is most accurate?
A) While still important, nonprice competition is becoming less critical to many firms as the Internet grows.
B) Marketers often rely on nonprice differences in their competitive strategy to enhance a relatively homogeneous product.
C) Nonprice competition is much more important to large firms than it is to small firms.
D) Just as microeconomic theory suggests, in the real world firms have always found that nonprice competition must play a secondary role that supplements the more important competition based on price.

51) Maslow would classify the need for recognition from others and for self-respect as _____ needs.
A) social
B) esteem
C) security
D) physiological

52) In Maslow's hierarchy, _____ needs refer to the desire to reach one's fullest potential.
A) social
B) esteem
C) egoistic
D) self-actualization

53) The need _____ would be classified as a social need.
A) to reach one's full potential
B) to feel safe and secure from unexpected threats
C) for recognition and self-respect
D) to feel accepted and loved

54) Maslow placed _____ needs at the highest level of his hierarchy.
A) self-actualization
B) esteem
C) deferred
D) social

55) When Elaine accepted a position with Cannon Corporation in Dallas, Texas, she felt uneasy. She was new to the area and new to this company. However, she was pleased that her new job offered her the opportunity to play on the company volleyball team. She quickly made new friends and, through her new friends, learned about the city. Apparently, her new job satisfies Elaine's _____ needs.
A) social
B) esteem
C) self-actualization
D) physiological

56) Jackie had been very pleased with her part-time job at a local convenience store until a recent incident occurred. During Jackie's shift, the store was burglarized. Although no one was hurt, Jackie now feels uneasy and fearful during her late night shift. She is so nervous and worried that she is having a hard time concentrating on her work and is thinking about quitting. Management needs to be aware of Jackie's unmet _____ needs.
A) esteem
B) self-actualization
C) physiological
D) safety

57) Jacob recently returned from a tour of duty in Iraq, where he served with the U.S. Army's 1st Infantry Division. Sitting at the kitchen table in his parents' home, he listens to his mom spend several hours making plans for a Caribbean cruise with her new group of friends. He hears about his sister's recent promotion at work, and about his Dad winning the "Innovator of the Year" award at his company. He reflects back on the lives of the people he has just left, their nightly fears of mortar attacks, their need to boil the drinking water on a daily basis, and the children that flocked around him

begging for something to eat. As he concentrates on his business management text, he finds himself analyzing his present and past environment in terms of Maslow's hierarchy of needs theory. He concludes that:
A) his mom is motivated to satisfy her social needs; his sister is probably working toward her self-actualization needs; and the Iraqi citizens have a strong desire to meet their self-esteem needs.
B) his mom is motivated to satisfy her self-esteem needs; his sister is probably working on her social needs; and the Iraqi citizens have a strong desire to meet their physiological and their safety needs.
C) his mom is motivated to satisfy her social needs; his dad and sister are working on self-actualization needs; and the Iraqi citizens have a strong desire to meet their physiological needs and safety needs.
D) his mom is motivated to satisfy her self-actualization needs; his dad and sister are probably working on their self-esteem needs; and the Iraqi citizens have satisfied their physiological needs, but definitely have safety issues to satisfy.

58) Herzberg's research identified several _____ factors that did not necessarily motivate employees if they were increased, but could cause employees to become dissatisfied if they were missing or inadequate.
A) retroactive
B) inferior
C) hygiene
D) negative

59) Herzberg found that good pay:
A) was the strongest motivator.
B) was a significant motivator, but not as important as job security.
C) was a hygiene factor rather than a motivator.
D) had no effect on worker attitudes.

60) According to Herzberg, a sense of achievement, earned recognition, and interest in the work itself were all:
A) important motivators.
B) hygiene factors.
C) ways for employees to meet their social needs.
D) consistent with his Theory X approach to motivation.

61) According to the _____ concept, a firm must (1) find out what customers want and provide it, (2) make sure everyone in the organization has customer satisfaction as an objective, and (3) provide goods and services that will earn a profit.
A) stakeholder relationship
B) consumerism
C) marketing
=D) demand-side

62) _____ is a process used to test consumer reactions about a product among potential users.
A) Pro forma branding
B) Virtual design
C) Prototype
D) Test marketing

63) The first step in the marketing research process is to:
A) define the problem and determine the present situation.
B) collect relevant data from primary and secondary sources.
=C) analyze the research data.
D) decide upon the best ethical solution.

64) Which of the following refers to the process of dividing the total market into several groups with similar characteristics?
A) Market segmentation
B) Market differentiation
C) Market determinents
=D) Market partitioning

65) Which of the following describes individuals that want goods and services for personal consumption and have the resources to buy them?
A) secondary market
B) business-to-business market
C) market segmentation
D) consumer market

66) During the _____ era, the prevalent business philosophy turned from an emphasis on production to an emphasis on advertising and selling.
A) prefabrication
B) selling
C) mass communication
D) customer relationship

67) Which of the following statements is most consistent with today's views on effective marketing?
A) "There's a sucker born every minute."
B) "Find out what your competition does and do it better."
C) "A good promotional campaign can sell anything."
D) "Learn about your customers and exceed their expectations."

68) While the four Ps help us remember the basics components of the _____ , they have significant relevance in the marketing process.
A) production operation
B) marketing mix
C) product development process
D) competitive benchmarking process

69) As a marketing manager for a retailer of lighting products, Lucinda will likely be involved in which of the following?
A) setting a price for the light fixtures her firm produces
B) deciding the best way to hire new employees to produce the lights
C) developing ideas for new ways to produce the lights
D) determining the best way to finance the purchase of new production equipment

70) A firm that uses _____ segmentation divides a market into groups based on values, attitudes, or interests.
A) demographic
B) benefit
C) psychographic
D) normative

71) Employment testing:
A) was declared illegal by the EEOC in 1989, because it was often used to discriminate against women and minorities.
B) is legal, but is a very poor predictor of worker performance.
C) should be directly related to the job.
D) should focus on the most basic and general skills rather than on skills directly related to the job.

72) Betty Roosevelt is a human resource manager with Avondale Industries. Her current assignment is to revise and update Avondale's employment testing procedures. Betty should:
A) design tests that are directly related to an applicant's ability to perform the job.
B) write tests sufficiently difficult that only a small fraction of qualified workers can pass them.
C) design tests that measure general aptitudes rather than ability to do the job.
D) inform her superiors that such tests are now illegal.

73) The purpose of _____ is to increase an employee's ability to perform productively.
A) training and development
=B) employment tests
C) contingency planning
D) job enrichment

74) The first step in establishing training and development programs is to:
A) establish appropriate simulation parameters.
B) assess the needs of the organization and the skills of the employees.
C) conduct pre-employment tests.
D) start designing programs.

75) _____ introduces new employees to the organization, their fellow workers, their supervisors, and to the policies, practices, and objectives of the firm.
A) Vestibule training

B) Employee initiation
C) Employee orientation
D) Job specification

76) _____ is the easiest kind of training to implement, when the job requires simple tasks and/or is repetitive.
A) Vestibule training
B) Job simulation
C) On-the-job training
D) An employee boot camp

75) Shadowing is another term used to refer to _____ .
A) job rotation
B) vestibule training
C) role playing
D) on-the-job training

76) _____ is a type of training that duplicates the exact combination of conditions that occur on the job.
A) Modular training
B) Job simulation
C) Dress rehearsal training
=D) Performance feedback

77) Off-the-job training:
A) is further development that occurs at the workplace, but after scheduled work hours.
B) focuses only on the skills needed to perform the job.
C) may include higher education.
D) is training that all employees should take, on their own, in order to stay competitive in their career field.

80) _____ is the process of training and educating employees to become good managers and then developing their managerial skills over time.
A) Management development
B) Vestibule training
C) Pre-mentoring
D) Self-actualization training

81) A management training program that gives managers assignments in a variety of departments in order to expose them to different functions within the organization is called:
A) job enlargement.
B) vestibule training.
C) job rotation.
D) an apprenticeship program.

82) Which of the following statements describes the relationship between employee training and employee development?

A) They are just two names for the same thing.
B) Training is short-term skills oriented while development is long-term career oriented.
C) Development is provided by the company and is designed to meet the specific needs of the organization, whereas training focuses on more general skills and normally is provided by schools, colleges and institutions other than the employer.
D) Training focuses on conceptual skills while development seeks to improve technical skills.

83) According to information in Chapter 11, which of the following is not one of the three steps HR managers use as part of training and development?
A) Assessing the types of training needed by your firm.
B) Designing the training activities, including selecting the type(s) of training activities that will be pursued.
C) Predicting the success of each new employee/trainee prior to training.
D) Evaluating the effectiveness of the training after it is accomplished.

84) A major purpose of employee orientation programs is to:
A) initiate new employees to the organization, their fellow employees, and their immediate supervisors.
B) give experienced employees a chance to learn new skills.
C) test new employees to determine where they should be assigned.
D) help workers who have been laid off to find new jobs.

85) Job rotation helps lower-level managers prepare for higher-level positions by:
A) letting them assume upper management positions for a limited time period.
B) exposing them to different functions within the organization, thus giving them the broad perspective needed by top managers.
C) helping them hone their highly specialized technical skills.
D) giving them the opportunity to learn about every aspect of work performed in their department by spending a day doing the job of each person within the department.

86) With the advent of more sophisticated technology, employers who operate locally and globally and want all employees to receive the same training may opt for _____ .
A) apprenticeship programs
B) mentorship programs
C) job rotation programs
D) online training programs

87) The information contained in performance appraisals helps managers:
A) write job descriptions.
B) compute the firm's overall performance in terms of a rate of return on investment.
C) evaluate job applicants.
D) make decisions about promotions, compensation, training, and firing.

88) Corporate HR for Backstreet Books knows that sexual harassment in the workplace is a serious issue. In order to provide consistency in its effort to train employees about sexual harassment, HR management created _____ . Employees have a flexible

time period when they can log-on and receive exactly the same training as employees in all of the company-owned and -managed bookstores.
A) online training
B) off-the-job training
C) vestibule training
D) simulation training

89) Bob says he has achieved his "dream job." As an engineer for a major defense systems company, he is responsible for using sophisticated airplane and weaponry equipment that creates the exact conditions that a professional may experience if he/she uses the equipment in a real-life situation. He spends several hours each day performing _____ .
A) vestibule training exercises
B) apprenticeship training exercises
C) distance learning training exercises
D) simulation training exercises

90) At Washington Seat Belt Industries, new workers are immediately assigned to jobs. They learn by doing the actual work and by watching longer-term employees. This company uses a policy of:
A) vertical assimilation.
B) on-the-job training.
C) operational apprenticeships.
D) vestibule training.

91) Greg, a control room engineer at Tri-State Power, Inc.'s nuclear power plant regularly practices handling emergency situations in a computerized mockup that duplicates the sights, sounds, and experiences of a real control room under emergency conditions. Tri-State uses _____ to train its engineers.
A) time intensive training
B) job replication
C) vestibule training
D) job simulation

92) Jake accepted a management trainee position at Opelika Resorts, a real estate development company. Corporate management believes Jake has potential to move into a top management position within the organization. They have begun assigning Jake to a different department every few months so he can obtain the broad perspective needed by top managers. This company is using _____ to develop Jake's management skills.
A) job rotation
B) multitasking
C) understudying
D) cross-functional management

93) The _____ is an evaluation of the performance level of employees against established standards to make decisions about promotions, compensation, additional training or firing.
A) job analysis
B) performance appraisal
C) MBO assessment
D) objective analysis

94) The first step in the performance appraisal process is to:
A) perform a human resource inventory.
B) establish performance standards.
C) analyze the jobs to see what tasks must be performed.
=D) meet with employees and discuss the overall objectives of the firm.

95) Unlike a traditional performance appraisal, a 360-degree review:
A) is performed by experts from outside the organization.
B) provides feedback from all around the employee.
C) uses only objective measures of performance.
D) compares the performance of each worker to every other worker.

96) Which of the following statements about performance appraisals is the most accurate?
A) The most difficult step of a performance appraisal is almost always the actual evaluation of the employee's performance.
B) Performance standards do not have to be measurable in order to be effective.
C) The discussion of the results of a performance evaluation with an employee should allow the employee an opportunity to make suggestions about how to improve on current procedures.
D) Most employees have a good understanding of the standards they are expected to meet, even if their managers do not explicitly communicate these standards.

97) Managers at Wrise & Schein want to make sure their decisions about compensation, promotions and firings are based on sound information that meet legal requirements. One way to achieve this objective would be to:
A) outsource all such decisions to an outside expert.
B) establish an effective performance appraisal system.
C) make sure that these decisions are not influenced by the employee's immediate supervisor.
D) base all pay, promotion, and firing decisions on the Hay system.

97) Workers who are paid a _____ receive a fixed compensation weekly, biweekly, or monthly.
A) commission.
B) salary
C) piece rate
D) royalty

98) Salespeople often are paid a _____ based on a percentage of their sales.

A) commission
B) salary
C) royalty
D) piece rate

100) The instructor of this course wishes his students _____ .
A) A high grade on this course
B) A successful semester
C) All the best wishes for future career
D) All of the above